

Fig. 1a

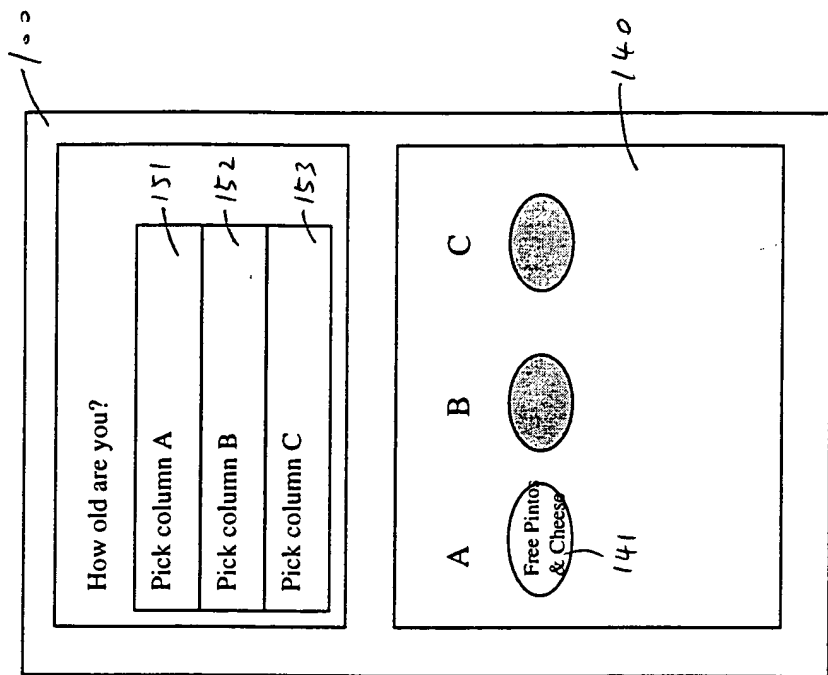


Fig. 1b

200

210

211

How old are you?

130

- A. 5-10 221a
- B. 11-20 221b
- C. 21-40 221c
- D. 41 and older 221d

212

Which is most important to you?

- A. Taste 222a
- B. Health 222b
- C. Bran 222c
- D. Fun 222d

213

What is more important to you?

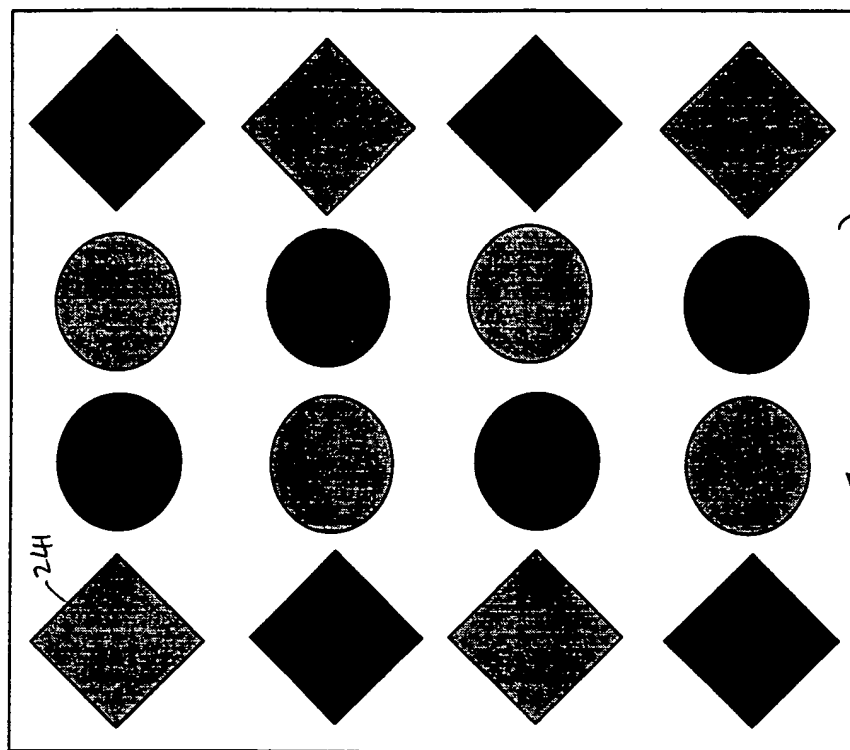
- A. Price 223a
- B. Quantity 223b
- C. Premiums 223c
- D. Recipes 223d

214

What brand do you usually buy?

- A. Post 224a
- B. Kellogg's 224b
- C. General Mills 224c
- D. Quaker 224d

Question Field



Answer Field

240

Fig. 2a

210

200

How old are you?

A 5-10

B 11-20

Row 1 or 4

D 41 and older

Which is most important to you?

A Taste

Even Row

C Bran

D Fun

What is more important to you?

Black

B Quantity

C Premiums

D Recipes

What brand do you usually buy?

Diamond

B Kellogg's

C General Mills

D Quaker

50¢ off  
Post®  
Grape Nuts®

240

Answer Field

Question Field

Fig. 2b

310

What is the capital of the United States? — 311

- A. New York — 321a
- B. San Francisco — 321b
- C. Washington, D.C. — 321c
- D. Chicago — 321d

324

Who is buried in Grant's tomb? — 312

- A. Lincoln — 322a
- B. Washington — 322b
- C. Jefferson — 322c
- D. Grant — 322d

322

What is the capital of the United States? — 313

- A. New York — 323a
- B. Washington, D.C. — 323b
- C. San Francisco — 323c
- D. Chicago — 323d

323

Who is buried in Grant's tomb? — 314

- A. Lincoln — 324a
- B. Washington — 324b
- C. Jefferson — 324c
- D. Grant — 324d

324

Question Field

300

341aa

341ad

340

341da

341dd

Score Field

Fig. 3a

310

What is the capital of the United States? —311

A: New York

B: San Francisco

Row 3 or 4

D: Chicago

Who is buried in Grant's tomb? —312

A: Lincoln

B: Washington

C: Jefferson

Even row

What is the capital of the United States? —313

A: New York

B: Washington, DC

Column 1 or 2

D: Chicago

Who is buried in Grant's tomb? —314

A: Lincoln

C: Jefferson

Odd column

D: Grant

300

Score Field

340

50/100

341da

Question Field

Fig. 3b

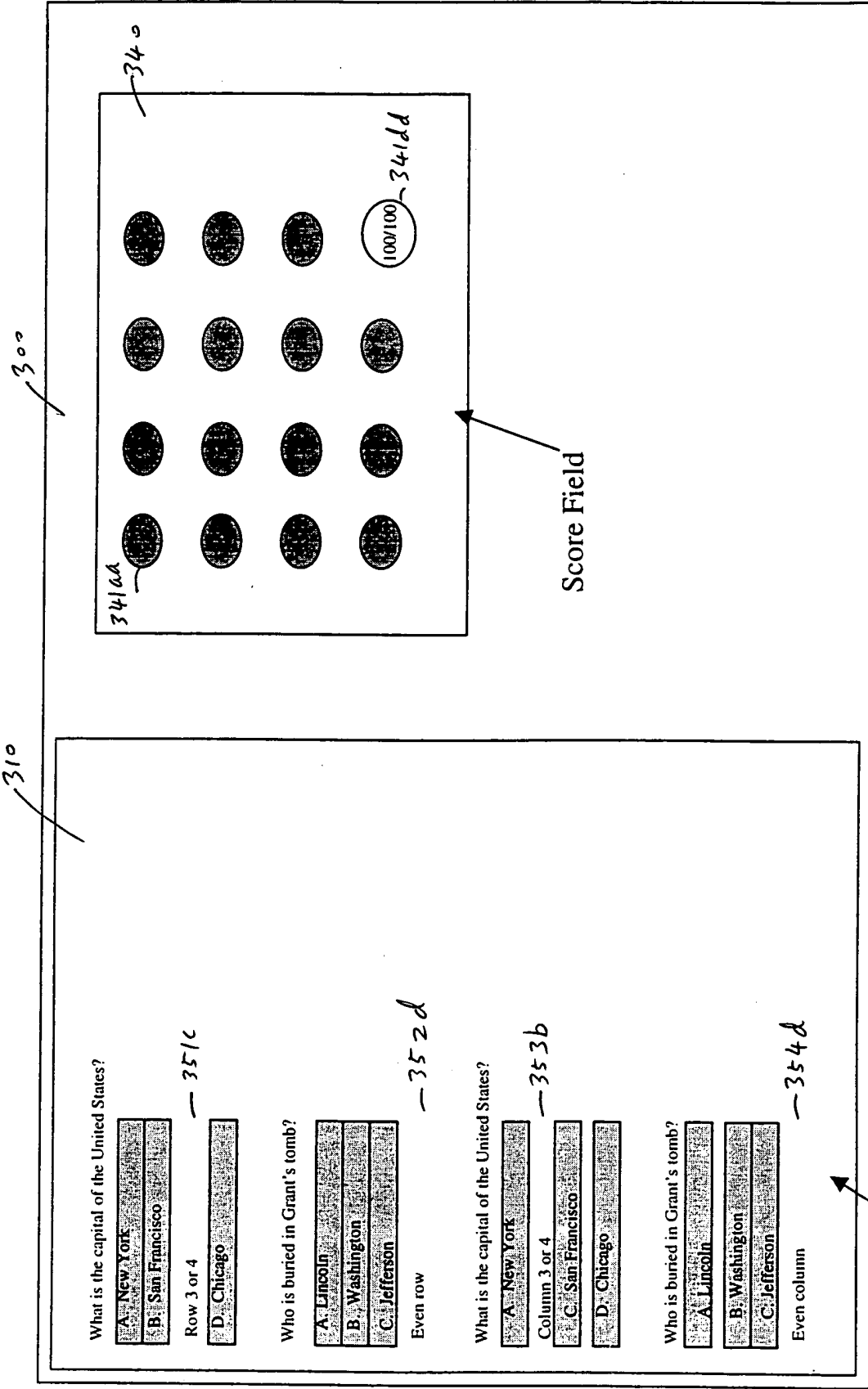


Fig. 3c

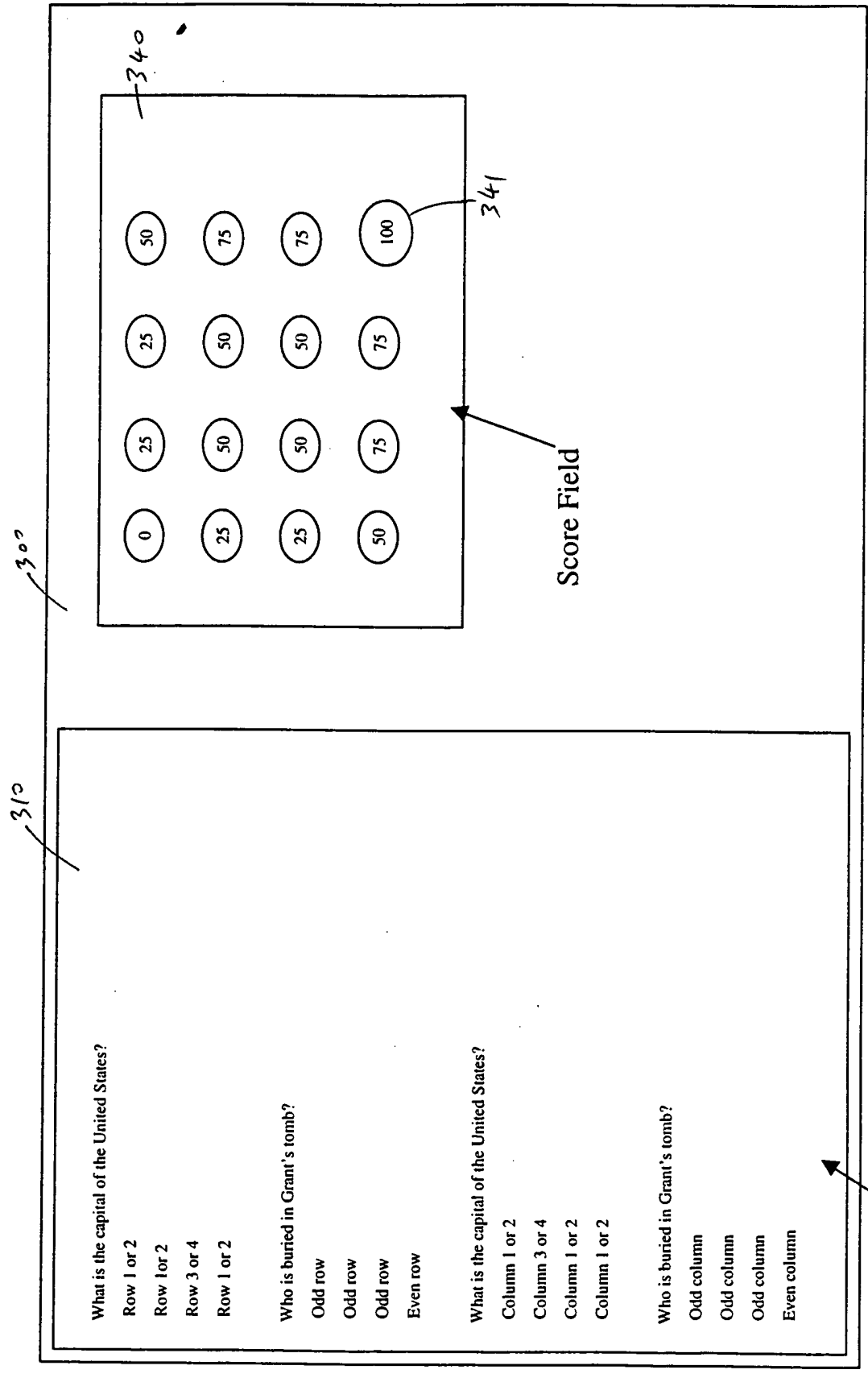


Fig. 3d

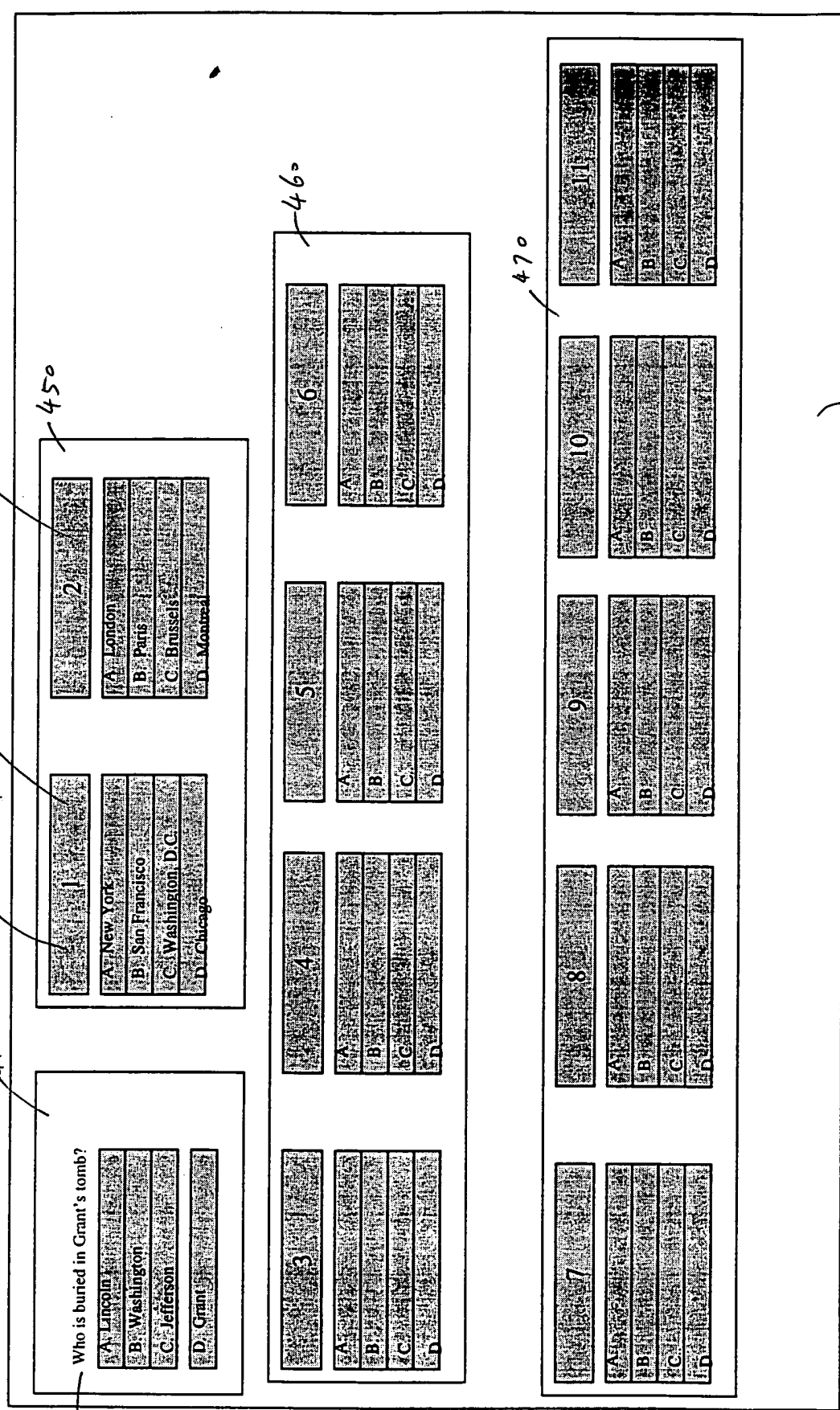


Fig. 4a

410

452

451

130

410

450

460

470

400



410

Who is buried in Grant's tomb?

A. Lincoln  
B. Washington  
C. Jefferson  
D. Grant

450

What is the capital of the United States?

Choose 3  
B. San Francisco  
Choose 4  
D. Chicago

What is the capital of France?

Choose 5  
C. Brussels  
Choose 6  
D. Montreal

3

Choose 7 (wrong)  
B.  
Choose 4 (right)  
D.

4

Choose 8 (wrong)  
B.  
Choose 5 (right)  
D.

5

Choose 6 (right)  
C.  
Choose 9 (wrong)  
D.

6

Choose 11 (right)  
B.  
Choose 10 (wrong)  
D.

7

Choose 10 (right)  
C.  
Choose 9 (wrong)  
D.

8

(Wrong) 20  
B.  
(Right) 30  
D.

9

A.  
(Wrong) 50  
C.  
(Right) 60  
D.

10

(Right) 80  
(Wrong) 70  
C.  
D.

11

(Right) 100  
(Wrong) 90  
C.  
D.

Score

470

400

Fig. 4b

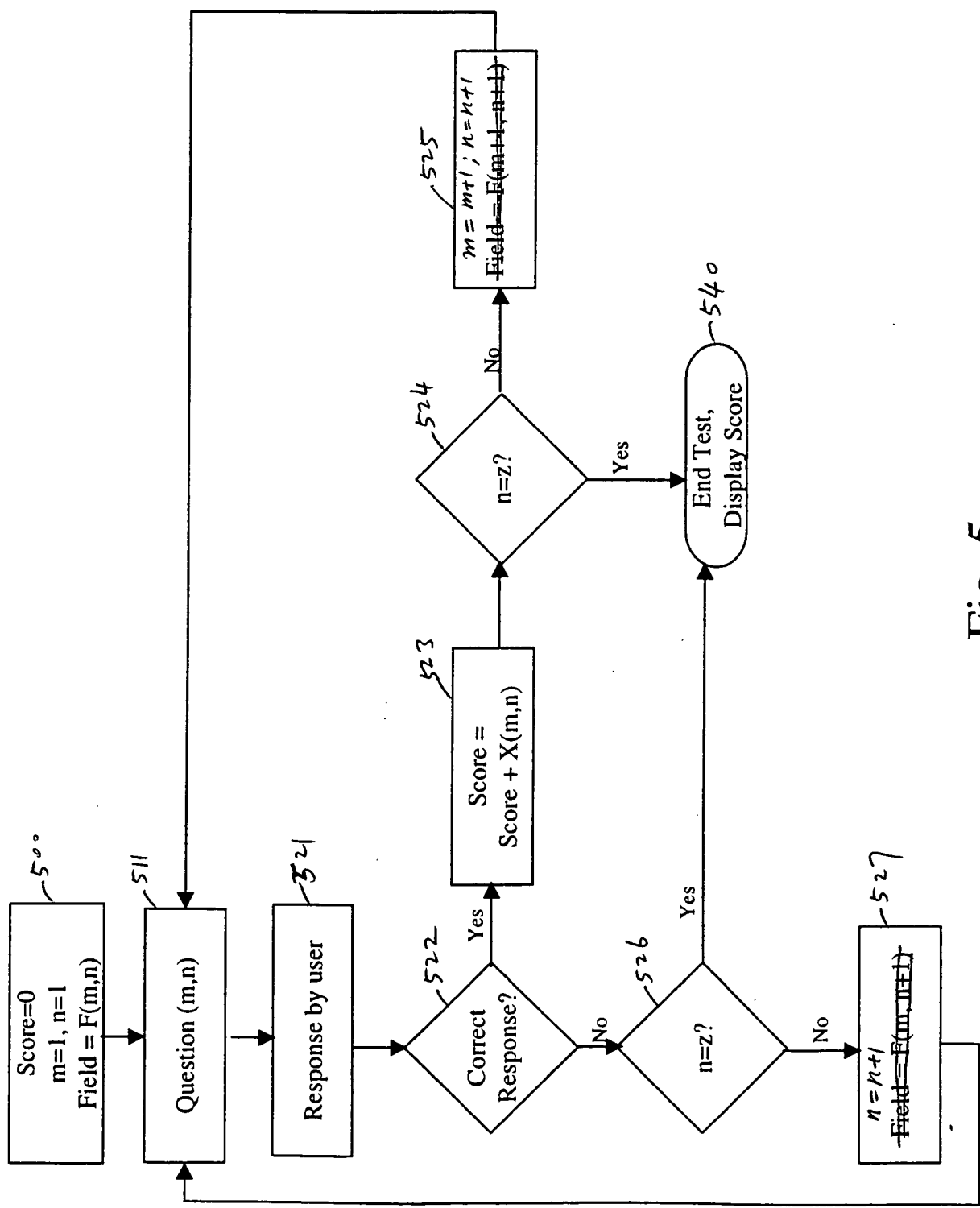


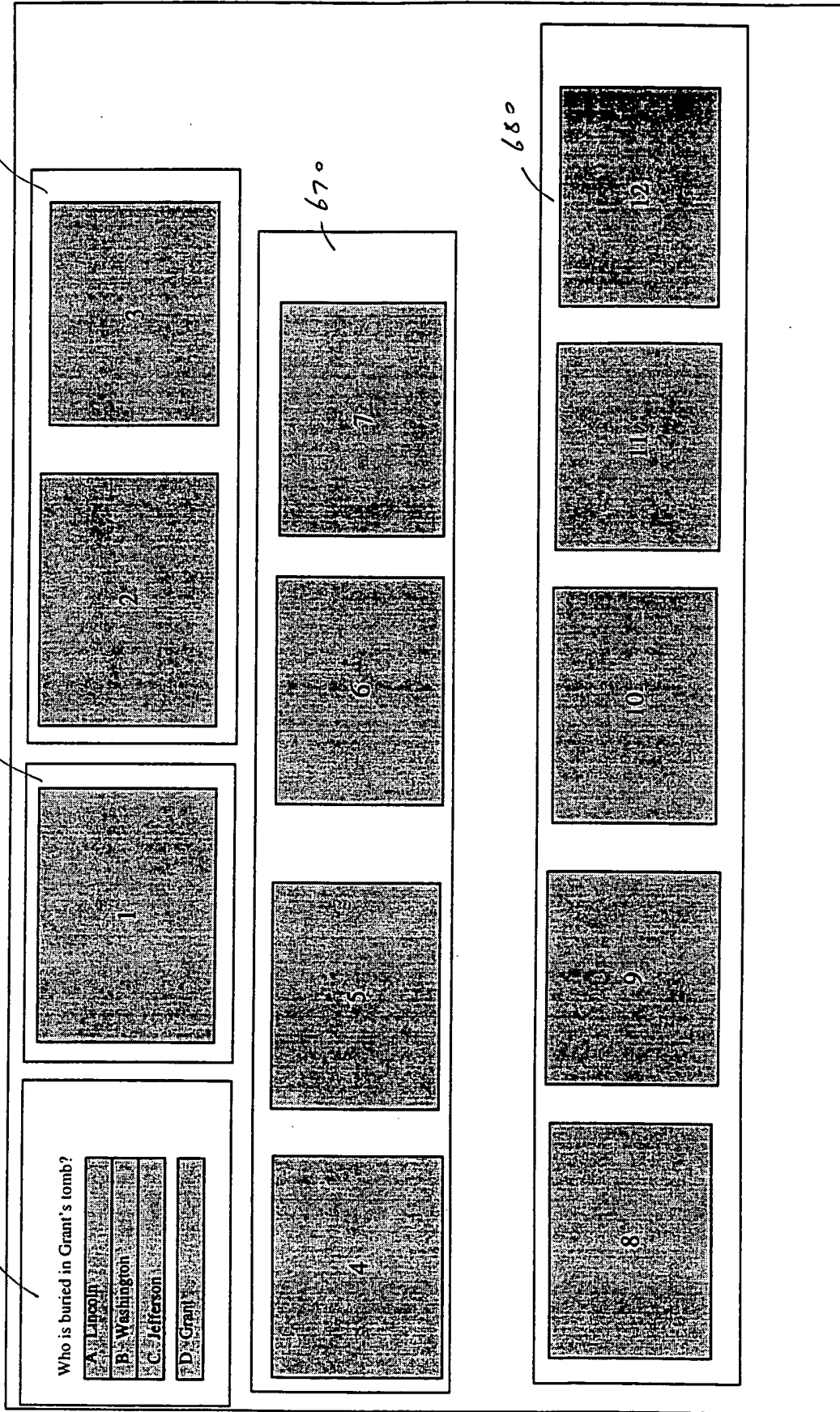
Fig. 5

Fig. 6

660

650

610



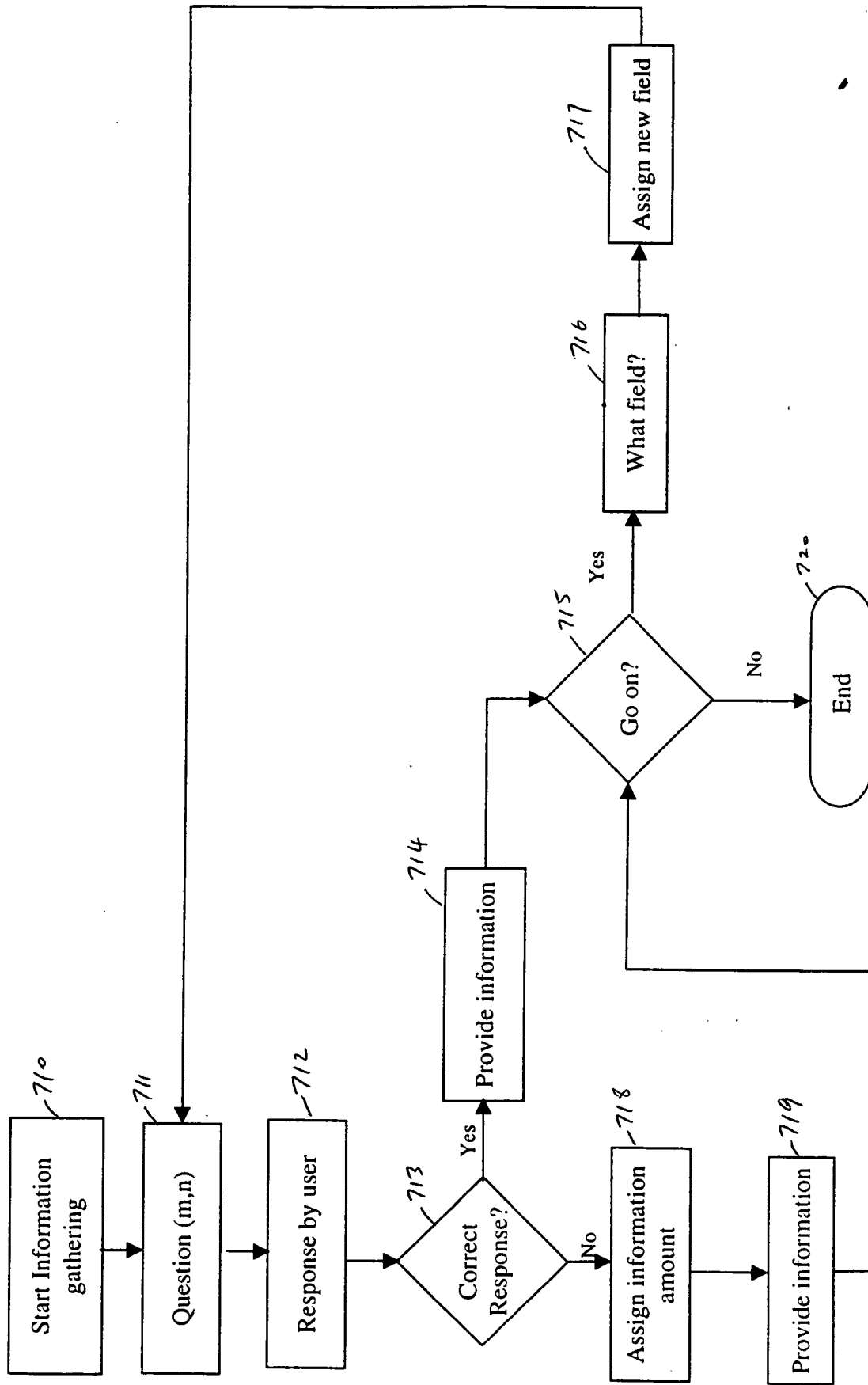


Fig. 7

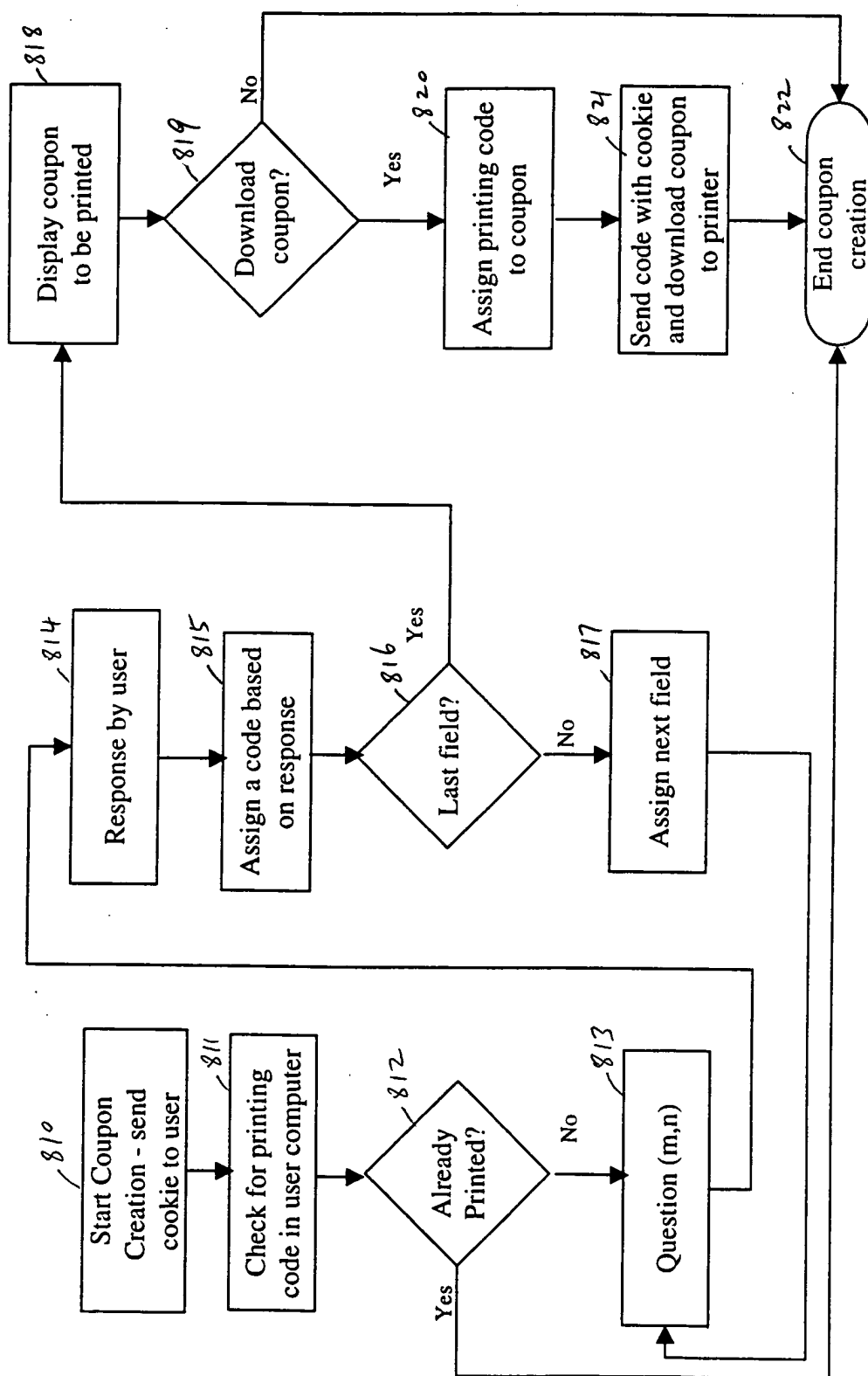


Fig. 8